

## Mr Kipling Strawberry and Cream Fancies

## Mr Kipling Cakes

CMR Ref: 240597 27-11

Price: £3.00

Size: 216g

Overall Product Rating: Taste Test

# 30

Score out of 50  
Average for the category: 39

Top Category to Market

Not for me / us	39%
Weekend treat	39%
For special occasions	28%

\*percentage of participants who selected fit of product

On Pack Marketing



Want to know more about the sales potential of this product?

Email [foodfax@cambridgmr.com](mailto:foodfax@cambridgmr.com) or call 01223 492050 for the full report on what drives consumer ratings.

### INDIVIDUAL CAKES & PASTRIES CATEGORY AWARDS

QUALITY

TASTE

VALUE

Star Rating

% Who Rated

Reviewer Comments\*

Reviewer Comments



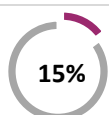
Excellent brand very sweet though  
Lovely flavour with a no e soft sponge and good quality fondant icing  
A lovely sweet treat which is just the right size for me



Good taste not bad price Very sweet  
Very tasty  
Lovely cakes but I'm finding these treats are just getting too expensive



Excellent flavour but so over priced  
Very sweet, slightly artificial, soft cake, good quality icing  
Very sweet



These are so sweet, they hurt your teeth! Wouldn't but these  
Much too sweet.  
Far too sweet. The strawberry flavour is very artificial tasting



Far too sweet and unhealthy Goodreads though  
Far far too sweet and artificial.  
Incredibly sweet

\* Reported verbatim as made by our reviewers



#### Nutrition per 100 g/ml

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
381	9.8	4.5	70.7	57.7	0.5	2.3	0.56

#### Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
17%	11%	16%	24%	192%	2%	5%	9%

Daily Intake percentages are based on the requirements for an average female with no special dietary requirements and an assumed energy intake of 2000 kcal.